

SEPTEMBER 12
1977

JANUARY							FEBRUARY						
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MARCH							APRIL						
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MAY							JUNE						
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JULY							AUGUST						
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SEPTEMBER							OCTOBER						
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NOVEMBER							DECEMBER						
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fashion calendar

37th year

• a weekly publication

1978 -- NEXT YEAR

JANUARY							FEBRUARY							MARCH						
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APRIL							MAY							JUNE						
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JULY							AUGUST							SEPTEMBER						
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OCTOBER							NOVEMBER							DECEMBER						
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue, therefore, will yield maximum use of FASHION CALENDAR to the reader. . .Ruth Finley, Publisher.

WEEK ENDING FRIDAY, SEPTEMBER 9, 1977

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 6	LEATHER & SUEDE COLLECTION: RAINWEAR & SPORTSWEAR Contact: Beged-Or, Johanna Burke; Beged-Or Bis (wovens),	BEGED-OR & BEGED-OR BIS	526 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Jane Labarsky, 221-6922
Tuesday Sept. 6- Sept. 9	SPRING READY-TO-WEAR FASHIONS FROM ISRAEL Israeli manufacturers of men's, women's and children's sportswear, outerwear, leatherwear, knitwear, swimwear. Contact: Jerry Millman, 840-7100.	GOVERNMENT OF ISRAEL TRADE CENTER (111 W. 40)	N.Y. HILTON HOTEL (6TH FL) 6TH AVE & 53RD STREET
Tuesday Sept. 6- Sept. 10	ITALIAN KNITWEAR IN NEW YORK Collection from more than 30 manufacturers. Contact: EL 5-3000.	MAIT	WALDORF-ASTORIA PRIVATE SUITES-11TH FL.
Beginning Tuesday Sept. 6	SPRING COLLECTIONS: FOR MEN & WOMEN Shirts, ties, scarfs, and Survivalon active sportswear for men and women. Contact: 741-7950. Publicity: Billie Gould Assoc., 661-9675.	BERT PULITZER CO. & PULITZ-HER	27 WEST 23RD STREET SHOWROOM - 4TH FLOOR
Beginning Tuesday Sept. 6	RESORT AND SPRING SPANISH LEATHER FASHIONS Contact: Larry Peck, 947-8070. Publicity: Billie Gould Assoc., 661-9675.	OSCAR DE LA RENTA DIV., LEDASPAIN U.S.A.	1410 BROADWAY SHOWROOM - 21ST FLOOR
Tuesday Sept. 6- Sept. 10	HOLIDAY AND RESORT COLLECTION Continuous by appointment. Contact: (800) 528-4494; or CI 7-2200.	JORDAN FOR JORDAN SACK & COMPANY	HOTEL GOTHAM PRIVATE SUITE
Wednesday Sept. 7 8:30 A.M.- 10:00 A.M.	"CLOCHE" - SPORTSWEAR FROM CALIFORNIA Introducing "Cloche," new contemporary sportswear. By invitation. Thereafter by appointment. Contact: David Schneider, 354-9547.	COVENTRY SALES & MARKETING CO., INC.	1441 BROADWAY SHOWROOM - SUITE 3103
Wednesday Sept. 7 10:00 A.M.	PRESS PREVIEW: RIPA FURS For press. By invitation. (Mon., Sept. 12, customers at 6:00 P.M.). Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	3RD FLOOR
Wednesday Sept. 7 4:00 P.M.	BRIGITTE BARDOT DESIGNS: RESORT - EARLY SPRING Thereafter by appt. Contact: Mitch Rein or Alan Frichner, 354-8508.	SHERMAN ANDREWS LTD.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 7 4:00 P.M.- 7:00 P.M.	NEW YORK OPENING: MADISON AVENUE SHOP Opening party to celebrate launching of the first Rodier/Paris shop in N.Y. By invitation. Contact: 751-7506. Publ: Hathaway/de La Chapelle, 751-5027.	RODIER/PARIS	715 MADISON AVENUE (AT 63RD STREET)
Wednesday Sept. 7 6:00 P.M.	MISSONI FASHIONS & SLIDE PRESENTATION From 6:00 to 8:00 P.M. By invitation. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	7TH FLOOR
Wednesday Sept. 7 12:00 Noon	PRESS LUNCHEON WITH DANIEL HECHTER DANIEL HECHTER By invitation (must present at door). Press contact: Joanne Creveling, 586-2377.	DANIEL HECHTER (530 SEVENTH AVENUE)	THE GRAND CAFE 28 EAST 63RD STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 7 6:30 P.M. Dinner	THIRTIETH ANNIVERSARY AWARD DINNER DANCE Honoring: Lord & Taylor, American Enka Corp., & B. Blumenthal & Co. Hon. chmn: Hon. & Mrs. Abraham D. Beame; Diane Von Furstenberg; Harold Krensky; Lawrence Leeds Jr.; Carl Rosen; Edwin G. Roberts; John Pomerantz Jr.; Paul Wollard; Senator Daniel P. Moynihan. By invitation. Contact: 799-0576; 947-0324.	NEW YORK FASHION DESIGNERS, INC.	HOTEL PLAZA GRAND BALLROOM
Wednesday Sept. 7 7:00 P.M.	FRANCE ANDRIEVE: BENEFIT FASHION SHOW Premiere showing, benefit for Lighthouse. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR
Wednesday Sept. 7 7:00 P.M.- 10:00 P.M.	PRIVATE PREVIEW: NEW BOUTIQUE Emanuel Ungaro will preview his first American boutique, showing his Fall ready-to-wear; also couture. By invitation. Contact: Jennifer, 759-8458.	EMANUEL UNGARO PARALLÈLE	803 MADISON AVENUE (AT 67TH STREET)
Sept. 8	PRIMARY DAY IN NEW YORK (6:00 A.M. to 9:00 P.M.)		
Thursday Sept. 8 9:00 A.M.	RESORT SWIMWEAR COLLECTION <u>Show at 9:30 A.M.</u> By invitation. Thereafter showroom, 16th floor, 354-1240.	GOTTEX OF ISRAEL (1411 BROADWAY)	TAVERN-ON-THE-GREEN CENTRAL PARK W. AT 67 ST.
Thursday Sept. 8 10:00 A.M.- 6:00 P.M.	PERSONAL APPEARANCE BY DOMINIC ROMPOLLO Introducing children's and maternity clothes by Dominic Rompollo. Press: Mildred Custin, 421-3974. Contact: 988-5220.	PUMPKINS & MONKEYS	801 MADISON AVENUE (AT 67TH STREET)
Thursday Sept. 8 1:00 P.M. Luncheon	FASHION SHOW BY STUDENT COUNCIL Fall fashions by Sal Cesarani, Leo Narducci, Albert Nipon; also, Ramona Rull, Paul Scott. By invitation. Contact: 752-1530.	LABORATORY INSTITUTE OF MERCHANDISING	COPACABANA (10 EAST 60TH STREET)
Thursday Sept. 8 1:45 P.M.	FALL AND WINTER FUR COLLECTION <u>Show at 2:15 P.M.</u> By invitation. Contact: PE 6-6944.	CHRISTIE BROTHERS (333 SEVENTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
Thursday Sept. 8 2:30 P.M.	PERSONAL APPEARANCE BY CHARLOTTE FORD Charlotte Ford II sportswear. Also, 4:30. Publ: Margot Infantino, LO 4-3300.	GIMBELS EAST	3RD FLOOR
Friday Sept. 9 9:15 A.M. Breakfast	ZANDRA RHODES INTIMATE APPAREL For press only. By invitation. Also, Sept. 12, 11:00 A.M., Mini-show for customers. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	INTIMATE APPAREL LEVEL
Sept. 10- Sept. 13	SEHM MENSWEAR SHOW IN PARIS. WOMEN'S LINGERIE, INTIMATE APPAREL, KNITWEAR. Contact: French Trade Shows, 1350 Sixth Avenue, 582-4960.		
Saturday Sept. 10- Sept. 14	SPRING & SUMMER MENSWEAR IN PARIS Paris Contact: 548-3566. Publ: Hathaway/de La Chapelle Ltd., 751-5027.	BROWNS OF LONDON	HOTEL ST. SIMON RUE DE ST. SIMON, PARIS

WEEK BEGINNING MONDAY, SEPTEMBER 12, 1977

Monday Sept. 12 11:30 A.M.	GEOFFREY BEENE & BEENE BAG FASHIONS Customer show. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	2ND FLOOR
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 12 10:00 P.M.	MENSWEAR: FASHION SHOW BY VALENTINO Valentino Uomo--disco evening. By invitation. Publ: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	MAIN FLOOR
Beginning Monday Sept. 12	RESORT COLLECTION IN NEW SHOWROOM Continuous by appointment. Contact: 840-2730.	GUNTER	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Sept. 12	OPENING OF RESORT & SPRING COLLECTION Continuous by appointment. Contact: 354-3260.	JAEGER	1407 BROADWAY SHOWROOM - 41ST FLOOR
Monday Sept. 12- Sept. 17	PREVIEW: DESIGNER & CLASSIC CASHMERES By invitation. <u>Also Sept. 30-Oct. 1.</u> Contact: Diane Levene, N. Peal, 37-40 Burlington Arcade, London W1.; or PL 9-3000 (N.Y.)	N. PEAL	HOTEL PLAZA PRIVATE SUITE
Beginning Monday Sept. 12	SPRING AND SUMMER EUROPEAN COLLECTIONS French and Italian sportswear, shirts and tops, leathers, sweaters, coats. Continuous by appointment. Contact: 541-5420.	BARNEY SAMPSON CO., LTD.	40 WEST 57TH STREET SHOWROOM - SUITE 915
Sept. 13	ROSH HASHONAH (Tuesday). (Begins at sunset, Mon., Sept. 12)		
Tuesday Sept. 13 5:30 P.M.	PRESS PREVIEW: NEW ACCESSORIES SHOP New Butler & Wilson shop. By invitation. Contact: Carol Lupo, 247-1100.	HENRI BENDEL	MAIN FLOOR
Wednesday Sept. 14 11:30 A.M.	FASHIONS BY TIKTINER: CUSTOMER SHOW Showing of Fall collection. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday Sept. 14 6:30 P.M.- 8:30 P.M.	GIVENCHY RETROSPECTIVE Hubert de Givenchy will be the special guest at B. Altman & Co. Cocktails & buffet. Benefit -- St. Luke's Hospital for Hospice. By invitation. Contact: 870-6063. Press: Judith Janney, 679-7800, ext. 568.	B. ALTMAN & CO.	MAIN FLOOR
Wednesday Sept. 14 6:30 P.M. Reception	"KENZO ON THE LOOSE" RECEPTION AND SHOW Reception followed by fashion show (8:00 P.M.) at Club 54 (254 West 54th St.). Personal appearance by Kenzo and singer-model Grace Jones. Tickets: \$25.00 each, for Parsons School Tuition Grant. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	3RD FLOOR YOUNG EAST SIDER
Wednesday Sept. 14 7:00 P.M. Dinner	BENEFIT -- PREMIERE VALENTINO COUTURE Fashions by Valentino, available exclusively at Bonwit Teller. Benefit for Girls' Town of Italy. By invitation. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 14- Sept. 29	FORECAST OF SPRING & SUMMER COLLECTION Fashion and fabrics, plus merchandising and advertising concepts. By reservation. <u>(Also, Oct. 4 - 20).</u> Reservations: Cindy Lewis, 692-5386.	GLAMOUR MAGAZINE	350 MADISON AVENUE SHOWROOM - 10TH FLOOR
Wednesday Sept. 14 5:30 P.M. Cocktails	PRESS PREVIEW: NEW FRAGRANCE FOR MEN From 5:30 to 7:30. By invitation. Contact: Laurel Manenti or Alice Regensburg, 988-3922.	BLACK TIE FRAGRANCES	DOUBLES - 5TH AVE. & 60TH SHERRY NETHERLAND HOTEL

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 15 10:00 A.M.	SHOWING OF SPRING & SUMMER COLLECTION By invitation. Thereafter by appointment. Contact: 221-7222.	CACHAREL	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Sept. 15 12:15 P.M.	PRESS LUNCHEON: NEW LINENS BY KATJA Introducing new line of Katja linens. By invitation, Debby Weber, 223-7205.	BLOOMINGDALE'S	7TH FLOOR BOARD ROOM
Thursday Sept. 15 4:00 P.M.	SHOWING OF RESORT, HOLIDAY, SPRING By invitation. Thereafter in showroom, 5th floor. Contact: Buyers--628-3817. Press--Julie Palmerio, 986-6669.	REIKO (177 EAST 87TH STREET)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 15 4:00 P.M.	PREMIERE: VALENTINO HOME FURNISHINGS "Valentino Piu" -- launching of home furnishings by Valentino. By invitation. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	7TH FLOOR
Thursday Sept. 15 5:30 P.M.	"RETURN OF THE HERO"-- COCKTAIL PARTY Slide presentation & preview of Dec. '77 issue. By invitation. Contact: Margery Rubin Cohen, 644-5717	GENTLEMEN'S QUARTERLY (488 MADISON AVENUE)	COPACABANA 10 EAST 60TH STREET
Thursday Sept. 15 5:30 P.M.	PREVIEW: OPENING OF NEW BOUTIQUE From 5:30 to 8:30 P.M. (Note change of date & time). By invitation. Contact: David Peters, 221-6771.	DON KLINE	799 MADISON AVENUE (AT 67TH STREET)
Thursday Sept. 15 7:00 P.M.	MILA SCHON BENEFIT FASHION SHOW Mila Schon will be present at a benefit fashion show for Girls' and Boys' Service league. By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Beginning Thursday Sept. 15	HOLIDAY AND SPRING COLLECTION Continuous by appointment. Contact: Laura Addams, 221-6922.	CALVIN KLEIN FOR BEGED-OR	526 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Sept. 15	FLORIDA CHILDREN'S WEAR (Sept. 15-19), EDEN ROC HOTEL, MIAMI BEACH		
Sept. 16	PITTI UOMO -- MENSWEAR SHOW IN FLORENCE (Sept. 16-19)		
Sept. 16	47TH SAMIA INT'L FASHION TRADE FAIR IN TURIN (Sept. 16-19)		
Sunday Sept. 18 6:00 P.M.- 9:30 P.M.	THIRD ANNUAL BENEFIT FASHION SHOW Ski fashions presented by Scandinavian Sports Attire Federation. Cocktails & dance. Tickets: \$25.00. Contact: Elliott Starkman, 295 Madison Ave., 685-3440.	NAT'L FOUNDATION FOR ILEITIS & COLITIS	WINDOWS ON THE WORLD WORLD TRADE CENTER
Monday Sept. 19 11:00 A.M.	FASHION SHOWS FOR AMERICAN CANCER Shows at 11:00 A.M. & 3:00 P.M., by invitation. Tickets: \$15.00. Show at 6:00 P.M., open to public, Conatct: 560-2605.	ALEXANDER'S	3RD FLOOR
Monday Sept. 19 11:30 A.M.	TRIGERE FASHIONS: CUSTOMER SHOW Showing of Fall collection. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 19- Sept. 21 9:00 A.M.	FALL '78 COLOR DIRECTIONS SEMINAR For manufacturers, Sept. 19, 20, 21 at 9:00 & 11:00, by invitation. Contact: Ruth Pollock, 262-8198. Press, Sept. 19 at 2:30. Contact: Carol Carr, 262-7220.	EASTMAN CHEMICAL PRODUCTS, INC.	1133 SIXTH AVENUE 44TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 19 2:30 P.M.	FALL AND WINTER FUR FASHION SHOW Retail showing for press and private customers. Including a special group by Halston. By invitation only. Contact: 279-0633.	BEN KAHN (150 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Monday Sept. 19 6:00 P.M.	SHOWING OF FALL MODEL ROOMS From 6:00 to 8:00 P.M., by invitation. Publicity: Najda Kallab, 840-1000, ext. 446.	W & J SLOANE	MAIN FLOOR
Monday Sept. 19 6:30 P.M.	FASHION SHOW WITH MADEMOISELLE MAGAZINE Customer show. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	3RD FLOOR YOUNG EAST SIDER SHOP
Beginning Monday Sept. 19	SPRING AND SUMMER 1978 COLLECTION Continuous by appointment. Contact: 869-8783.	CLUBMEN DESIGNS, INC. (PARIS COTE D'AZUR)	1400 BROADWAY SHOWROOM - 27TH FLOOR
Tuesday Sept. 20 10:30 A.M.	PRESS BREAKFAST: OPENING BEAUTY CENTRE From 10:30 to 12:00 Noon. Introducing Pierre Michel and Lancome Institut de Beaute. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	8TH FLOOR
Tuesday Sept. 20 11:30 A.M.	MARY McFADDEN FASHIONS AT BENEFIT SHOW Mary McFadden will be present at the showing of her Fall collection, for the benefit of the Museum of the City of N.Y. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	6TH FLOOR
Tuesday Sept. 20 6:30 P.M.	PREVIEW: NEW MODEL ROOMS Salute to Kips Bay Boys' Club. By invitation. Contact: Barbara Campbell, 391-3634.	LORD & TAYLOR	8TH FLOOR
Tuesday Sept. 20 7:00 P.M.	BASILE FASHIONS AT BENEFIT SHOW For benefit of N.Y. City Ballet. By invitation. Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	3RD & MAIN FLOORS
Tuesday Sept. 20 7:00 P.M.	FALL MODEL ROOMS AT BENEFIT SHOWING "20th Century Unlimited" -- new model rooms at black-tie buffet dinner benefit for programs of Medical Education & Research at Mt. Sinai Medical Center. Tickets: \$50.00. By invitation. Contact: Debby Weber, 223-7205.	BLOOMINGDALE'S	5TH FLOOR
Tuesday Sept. 20 8:00 P.M.	FIRST COLLECTION FOR WOMEN & MEN Clothes for "The Jackie Rogers Design Group." By invitation. Contact: 744-7303.	JACKIE ROGERS (787 MADISON AVENUE)	PLACE TO BE ANNOUNCED
Wednesday Sept. 21 11:30 A.M.	PRESS SHOWING OF COUTURE IMPORTS Fall couture by Chanel, Dior, Givenchy, Saint Laurent. By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 21 12:00 Noon Cocktails	INTRODUCTION OF SUMMER '78 FOOTWEAR Luncheon at 12:30. By invitation. Contact: Mary L.T. Brown, Hill & Knowlton, 697-5600.	UNIROYAL	LOTOS CLUB 5 EAST 66TH STREET
Sept. 22	YOM KIPPUR (Thursday). (Begins at sunset, Wed., Sept. 21)		
Sunday Sept. 25-	SPRING-SUMMER '78 EUROPEAN FASHIONS	EUROPEAN FASHION FAIR	1 PENN PLAZA-6TH FL. 7TH AVE. & 34TH ST.
Sept. 28 9:30 A.M.- 5:30 P.M.	More than 200 Exhibitors from 15 European countries will present women's, men's, children's fashions and accessories. Also, reorder Fall-Winter '77. By reservation. Contact: Jackie Cowen, 279-8870; or 695-3558.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 25-	FRENCH SPRING AND SUMMER FASHIONS	FRENCH FASHIONS AT EUROPEAN FASHION FAIR	1 PENN PLAZA 34TH STREET & 7TH AVENUE
Sept. 28	Showing of 64 pret-a-porter lines; 17, children's wear.	Contact: 541-9075.	
Sunday Sept. 25- 5:30 P.M.- 7:30 P.M.	BENEFIT IN NEW CHILDREN'S DEPARTMENT Special preview of new children's department, for benefit of Cystic Fibrosis Foundation. Sale of reserve items from former Thanksgiving parades. Tickets: \$50.00 per family. Contact: Kenneth Dobbs, GR 5-7920. P.R. Judy Cohn, 695-4400.	MACY'S NEW YORK	5TH FLOOR
Monday Sept. 26 7:00 P.M.	FENDI FUR FASHIONS AT BENEFIT SHOW Show for Committee of the Lenox Hill Auction. By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	5TH AVENUE & 58TH STREET
Monday Sept. 26 6:00 P.M.- 8:00 P.M.	PHILIPPE VENET FASHIONS AT BENEFIT SHOW Showing of Fall couture fashions and first menswear collection by Philippe Venet. Tickets: \$40.00 each. Contact: TE 8-5944.	CANCER RESEARCH INSTITUTE	ST. REGIS HOTEL ROOF
Tuesday Sept. 27 9:30 A.M.	PRESS BREAKFAST: NEW FUR DEPARTMENT (Note change of date). By invitation. Publicity: Barbara Campbell, 391-3636.	LORD & TAYLOR	3RD FLOOR
Tuesday Sept. 27 12:30 P.M.	INTRODUCTION: AMAZONE FRAGRANCE--BENEFIT Side-Saddle Exhibition on bridle path, at benefit for Children's Village of Dobbs Ferry. Luncheon: 1:00 P.M. By invitation. Contact: Johanna Lee, 758-4090.	HERMES	TAVERN-ON-THE-GREEN CENTRAL PK. AT 67 STREET
Wednesday Sept. 27 6:30 P.M.- 8:30 P.M.	PREVIEW: HALSTON'S DESIGNS FOR KARASTAN Halston will be the special guest at opening of Altman's new rugs and carpeting area. By invitation. Press: Judith Janney, 679-7800, ext. 568.	B. ALTMAN & CO.	5TH FLOOR
Tuesday Sept. 27 7:00 P.M.	BENEFIT SHOW: FALL FASHIONS BY CHLOE Fall-Winter Chloe collection, for benefit of Memorial Sloan-Kettering Cancer Center. Show at 7:45. Admission: \$15.00. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	7 EAST 91ST STREET BURDEN MANSION
Wednesday Sept. 28 11:30 A.M.	MARIO VALENTINO READY-TO-WEAR Designed by Muriel Gratto. For customers. Publ: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Sept. 28 2:30 P.M.	PRESS SHOWING OF FUR COLLECTION For press, by invitation. Contact: CI 7-1388.	MAXIMILIAN	20 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday Sept. 29 12:00 Noon Luncheon	"WOMEN IN BUSINESS-- NOW IN ORBIT" Speaker: Florence Skelly, president, Yankelovich, Skelly & White, Inc. Prices: \$20.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Thursday Sept. 29 6:00 P.M.- 8:00 P.M.	BENEFIT SHOW: FASHIONS BY BILL BLASS Presentation of Fall collection by Bill Blass, for benefit of N.Y. Zoological Society. By invitation. Publicity: Harriet Weintraub, EL 5-6800.	BONWIT TELLER	6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 29 8:00 P.M.	35TH ANNUAL FASHION CRITICS AWARDS Tickets: \$150.00 each, for benefit of Educational Foundation for the Fashion Industries. Publicity: Eleanor Lambert, MU 8-2130.	COTY, INC.	F.I.T. AUDITORIUM 227 WEST 27TH STREET
Friday Sept. 30 11:30 A.M.	FASHIONS BY CHANEL-- BENEFIT SHOW For benefit of Legal Aid Society. By invitation. Publ: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Friday Sept. 30 7:00 P.M. Reception	INTRODUCTION OF PAVLOVA FRAGRANCE Reception and benefit in homage to Anna Pavlova. American Ballet Theatre commemorative performance of "Swan Lake." Contact: Betsy Conrad, 759-7790.	PAYOT-PARIS & I.T.T.	METROPOLITAN OPERA HOUSE LINCOLN CENTER
Oct. 2	EUROPEAN FASHION FAIR AT CHICAGO APPAREL MART (Oct. 2-5) -- (212) 695-3558		
Oct. 2	FASHION WEEK IN MUNICH (Oct. 2-6)		
Beginning Monday Oct. 3	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 244-3558.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Oct. 4 11:30 A.M.	FASHION SHOW TO BENEFIT KIPS BAY By invitation. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Tuesday Oct. 4 12:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MADAME GRES Thirteenth annual benefit show, presenting Fall and Winter fashions by Madame Gres. Tickets: \$40.00 each. Contact: 751-0530.	MUSICIANS EMERGENCY FUND (515 MADISON AVENUE)	HOTEL PIERRE GRAND BALLROOM
Oct. 6- Oct. 10	MAGIC (Men's Apparel Guild in California) Spring-Summer showings at San Diego's Royal Inn at the Wharf. Contact: 124 E. Olympic, L.A. 90015, (213) 746-0623		
Oct. 7	COTE D'AZUR SHOWINGS IN NICE (Oct. 7-11). Contact: Fr. Trade Shows, 582-4960		
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 838-6270.	CESARANI	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Publicity: Betty Yarmon, 563-2300.	DALANI II	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 354-2299.	JAMES DAUGHERTY	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 563-2300.	RONA BY MARIO FORTE & GLORIA CASTALDO	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 10	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: (800) 528-4494.	JORDAN FOR JORDAN SACK & COMPANY	HOTEL GOTHAM PRIVATE SUITE
Monday Oct. 10- Oct. 14	SHOWINGS IN MILAN OF READY-TO-WEAR, BOUTIQUE AND KNITWEAR COLLECTIONS FOR SPRING AND SUMMER, 1978. Contact: Camera Nazionale Dell'Alta Moda Italiana, Piazza Aracoeli, 3 - 00186 Rome. Tel: 679-43-90.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 11 9:00 A.M. Breakfast	SHOWING OF SPRING COLLECTION <u>Show at 9:30 A.M.</u> By invitation. Thereafter in showroom, 1411 Broadway, Suite 1144. Contact: 354-4942. Publicity: Vera Bacal, PL 3-8421.	ADINI COLLECTION BY INDIA IMPORTS OF R.I.	1407 CLUB 1407 BROADWAY
Wednesday Oct. 12 5:00 P.M.- 7:30 P.M.	MEN'S AND WOMEN'S FASHIONS FROM SWEDEN Spring and Summer collection, designed by Gil Truedsson. Commentator: Chip Tolbert. By invitation. Contact: Joanna Truedsson, 751-4308.	SWEDISH FASHION DESIGNER	SHEPHEARD'S 58TH STREET & PARK AVE
Beginning Wednesday Oct. 12	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 661-1670.	COUNTRY SOPHISTICATES	489 FIFTH AVENUE SHOWROOM - 25TH FLOOR
Beginning Wednesday Oct. 12	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 563-0410.	NANI'S NOWHERE ELSE	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Oct. 16- Oct. 19	NAMSB (Nat'l Assn. of Men's Sportswear Buyers); & BAMA (Boys' & Young Men's Apparel Mfrs. Assn) at N.Y. Statler Hilton. Contact: 986-1811		
Oct. 15- Oct. 19	SPRING READY-TO-WEAR, FURS, KNITWEAR IN FLORENCE AT PITTI PALACE. Contact: Centro di Firenze per la Moda Italiana, Viale A. Gramsci, 9/A 90121 Florence		
Monday Oct. 17 5:30 P.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter in showroom, 21st floor, by appt. Contact: 221-8330.	ALBERT CAPRARO (550 SEVENTH AVENUE)	F.I.T. AMPHITHEATRE 227 WEST 27TH STREET
Monday Oct. 17 7:00 P.M.	"AMERICAN IMAGE" AWARDS FOR FASHION LEADERSHIP Second annual "Adam" awards in seven categories: Political or civic affairs, communications, sports, business, motion pictures, television, the arts. Tickets: \$100.00 each. (Black tie). Contact: 581-8210.	MEN'S FASHION ASSOCIATION (1290 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 244-1700.	GOLDWORM	1410 BROADWAY SHOWROOM - 20TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 840-1270.	HUBERT LATIMER	8 WEST 40TH STREET SHOWROOM - SUITE 1401
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Also, Traina-Mignon by Teal Traina. Contact: 354-4980.	MIGNON BY DOROTHY FARBO & ROBBE ZANCA	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS Contact: 354-0760; Nipon Boutique, 24th floor. Contact: 354-4325.	ALBERT NIPON; & NIPON BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 398-0763.	POSH, INC. BY JAY ANDERSON	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 947-6845.	VICTORIA ROYAL BY MARTIN STAEHELY	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 17 7:30 P.M.	"BEST BIB AND TUCKER" -- BENEFIT PARTY Preview of new exhibit -- "A Costume History of New York Dining and Galas" -- from 1783 to the present day, presented in ten vignettes (open through March 5). Co-chmn: Mrs. William P. Rayner and Mrs. Nancy White. Tickets: \$125.00 each. Public Relations: Monika Dillon, 534-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE AT 103RD ST.
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTIONS By appointment. Contact: Herb Lewin, 221-6720. Press: Roz Rubenstein, 691-8340.	LEO NARDUCCI DRESSES & SPORT	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday Oct. 18 11:00 A.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: 221-1445.	MOLLIE PARNIS BOUTIQUE BY MORTY SUSSMAN	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 18 12:00 Noon	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: 391-2255.	HAROLD LEVINE BY DON BREITINGER	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Harvey Goodman, 354-8420.	HARVE BENARD LTD.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 354-8336.	DIANE VON FURSTENBERG	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Oct. 18	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 840-8888.	BETTY HANSON & COMPANY	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Wednesday Oct. 19 9:00 A.M.	SHOWING OF SPRING COLLECTIONS By invitation. Thereafter, 530 Seventh, 2nd floor. Contact: 563-0988.	GIL AIMBEZ/GENRE; GIL AIMBEZ/BON MENAGE	HOTEL ROOSEVELT BALLROOM
Wednesday Oct. 19 10:30 A.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: 244-7522.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Oct. 20 11:30 A.M.	SHOWING OF SPRING COLLECTION Also at 3:00 P.M. By invitation. Contact: 354-6340.	HALSTON	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Oct. 20 1:00 P.M.	SHOWING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: 354-6777.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Thursday Oct. 20	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Laura Addams, 221-6922.	GIANNI VERSACE FOR BEGED-OR	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Oct. 22	PRET-A-PORTER SHOWINGS IN PARIS (Oct. 22-26)		
Oct. 25	READY-TO-WEAR SHOWINGS IN LONDON & BIRMINGHAM (Oct. 25-31)		
Nov. 7	EARLY SPRING INTIMATE APPAREL AND LOUNGEWEAR MARKET IN N.Y. (Nov. 7 - 18)		
Nov. 8	ELECTION DAY (Tuesday)		
Nov. 22- Nov. 25	INTERSTOFF IN FRANKFURT -- 38TH SEMI-ANNUAL FABRICS TRADE FAIR Contact: German-American Chamber of Commerce, 666 Fifth Ave., 582-7788.		